

NOTICE: This application form is authorized by section 283.37, Wis. Stats., and Chapters NR 151 and 216, Wis. Adm. Code. Personally identifiable information on this form may be used for other program purposes and may be made available to requestors under Wisconsin's Public Records laws and be posted on the Department's internet site.

**Instructions:** Complete the following for all permit applications. If additional space is needed to respond to a question, attach additional pages. Provide descriptions below that explain the program activities that you expect to develop and implement to comply with the Municipal Separate Storm Sewer System (MS4) general permit (<http://dnr.wi.gov/org/water/wm/nps/stormwater/muni.htm>). Section 3 of the MS4 general permit contains the compliance schedules that direct when the individual program activities need to be developed and submitted to the Department for review. The detailed programs that are developed and submitted to the Department for review may deviate from the program activities described below if necessary. The descriptions provided below are necessary for the Department to verify that the municipality's program activities comply with the permit.

**Section I: Applicant Information**

Name of Municipality

**Town of Shelby**

Mailing Address

**2800 Ward Avenue**

City

**La Crosse**

State

**WI**

Postal Code

**54601**

County(s) in which Applicant is located

**La Crosse**

Type of Municipality: (check one)

☐ County

☐ City

☐ Village

☒ Town

☐ Other (specify)

**Section II: Local Contact Information (check one):**

Name of Municipal Contact Person

**Jeff Brudos**

Title

**Administrator**

Mailing Address

**2800 Ward Avenue**

City

**La Crosse**

State

**WI**

Postal Code

**54601**

E-mail address

**jeff.brudos@charter.net**

Telephone Number (include area code)

**608-788-1032**

Fax Number (include area code)

**608-788-6840**

**Section III: Water Quality Concerns**

Yes	No	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Does any part of the MS4 discharge to an outstanding resource water (ORW) or exceptional resource water (ERW) listed under s. NR 102.10 or 102.11, Wis. Adm. Code? (An unofficial list of ORWs and ERWs may be found on the Department's Internet site at: <a href="http://dnr.wi.gov/org/water/wm/wqs/">http://dnr.wi.gov/org/water/wm/wqs/</a> )
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Does any part of the MS4 discharge to an impaired waterbody listed in accordance with section 303(d)(1) of the federal Clean Water Act, 33 USC § 1313(d)(1)(C)? (A list of Wisconsin impaired waterbodies may be found on the Department's Internet site at: <a href="http://dnr.wi.gov/org/water/wm/wqs/303d/303d.html">http://dnr.wi.gov/org/water/wm/wqs/303d/303d.html</a> )

**Section IV: Area and Population Within the MS4**

Yes	No	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Is the MS4 within an "Urbanized Area" as defined by U.S. EPA? (See <a href="http://www.epa.gov/npdes/pubs/fact2-2.pdf">http://www.epa.gov/npdes/pubs/fact2-2.pdf</a> )

If no, skip the rest of this section and continue to Section V. If yes, estimate the area served by and the population within the MS4 in an Urbanized Area (UA).

(Urbanized Area maps are available on the EPA web site at: <http://cfpub1.epa.gov/npdes/stormwater/urbanmaps.cfm>)

Total municipal area (in square miles): 22 to 23	Total municipal population (in year 2000): 4600
MS4 service area within Urbanized Area (in square miles): Approx. 4	Municipal population within Urbanized Area (in year 2000): 3000 (estimate)

**Section V: Potential Permit Exemption**

Yes	No	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Section NR 216.023, Wis. Adm. Code, allows certain MS4s that have less than 1000 people residing in an urbanized area to be waived from having to obtain municipal storm water permit coverage.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Do you believe that the MS4 may be eligible for this potential exemption?

**Section VI: Summary of Municipal Storm Water Program Activities**

Describe the programs or activities the municipality is doing or will do to comply with the requirements of the MS4 general permit. Attach additional pages if necessary.

#### **A. Public Education and Outreach**

Describe the public education and outreach program activities that the municipality will implement to comply with section 2.1 of the MS4 general permit.

The Town of Shelby will hold public informational meetings or mail out information to increase public awareness of stormwater pollution to the water of the state. Town will cooperate with any joint informational meeting/mailings relative to the issue. To be implemented within 24 months. Public education and outreach materials will address the following:

1. Promotion of detection and elimination of illicit discharges into and from the municipal storm sewer system and the detrimental impact of illicit discharge to water quality.
2. Inform residents on the proper management of potential pollutants, such as pet waste, automotive waste, and other household practices which may adversely impact water quality.
3. Promotion of composting for yard waste and encourage proper use of fertilizers and pesticides.
4. Education of landowners on shoreline and stream banks to minimize erosion, restore and enhance the ecological value of waterways.
5. Promote the infiltration of residential stormwater into lawns and away from the municipal system. Distribute information on rain gardens.
6. Inform and educate those responsible for the design, installation and maintenance of construction site erosion control practices and storm water management facilities.
7. Identify business or other activities that may pose a storm water contamination concern. Educate these audiences on storm water pollution prevention.
8. Promote land development in an environmentally sensitive manner.

#### **B. Public Involvement and Participation**

Describe the public involvement and participation program activities that the municipality will promote to comply with section 2.2 of the MS4 general permit.

Materials distributed or informational material shall provide opportunity for participation and input from the public regarding storm water management.

#### **C. Illicit Discharge Detection & Elimination**

Describe the illicit discharge detection and elimination program authority and activities that the municipality will develop and implement to comply with section 2.3 of the MS4 general permit.

Upgrade ordinances to prevent the discharge or spilling of non-stormwater discharges into the municipal stormwater system. Within 30 months of permit start date.

Establish inspection and enforcement procedures for these non-stormwater discharges. Within 30 months of permit start date.

Conduct initial screening of non-stormwater discharges. Follow up to determine cause. Within 36 months of permit start date.

#### **D. Construction Site Pollution Control**

Describe the construction site pollutant control program authority and activities that the municipality will develop and implement to comply with section 2.4 of the MS4 general permit.

Ordinances will be reviewed and updated if necessary to comply with the requirements in NR 151 and NR 216. Set up procedures to handle permits, inspections and enforcement as need. Completed within 24 months of permit start date.

These additional ordinances shall apply to all construction sites with one acre or more of land disturbance or sites of less than one acre if part of a larger project.

#### **E. Post-Construction Site Storm Water Management**

Describe the post-construction storm water management program authority and activities that the municipality will develop and implement to comply with section 2.5 of the MS4 general permit.

Ordinances will be reviewed and new ordinances adopted if necessary to regulate post-construction stormwater discharges from new developments and redeveloped sites. Ordinance to be adopted within 24 months of the start date. Ordinances shall apply to all construction sites with one acre or more of land disturbed or sites of less than one acre if part of a larger project.

Long-term maintenance requirements will be required for storm water control measures. Inspection and enforcement authority shall be in place to confirm compliance.

Set up procedures to be used to ensure the long-term maintenance of storm water management facilities.

#### **F. Pollution Prevention**

Describe the pollution prevention program activities that the municipality will implement to comply with section 2.6 of the MS4 general permit.

Review street sweeping procedures and catch basin cleaning for efficient removal of material

Structural storm water management facilities shall be inspected and maintained to ensure their pollutant removal efficiency.

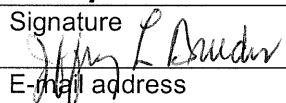
Existing town facilities shall be reviewed for storm water retention and determine ways to reduce the risk of pollutants moving from these areas.

Educate Town personnel relative to this storm water program.

These items to be implemented with 30 months of the start date.

**Section VII: Certification**

Certification: I hereby certify that I am an authorized representative of the municipality that is the subject of this application for general permit coverage, and that the information provided is true and complete, to the best of my knowledge. I understand that Wisconsin law provides severe penalties for submitting false information.

Authorized Representative Name <b>Jeffrey L. Brudos</b>	Title <b>Administrator</b>
Signature 	Date Signed May 24, 2006
E-mail address <b>jeff.brudos@charter.net</b>	Telephone Number (include area code) <b>608-788-1032</b>
	Fax Number (include area code) <b>608-788-6840</b>

Return this completed form to:

Wisconsin Department of Natural Resources  
Storm Water Program – WT/2  
PO Box 7921  
Madison, WI 53707-7921